

## PILLSBURY WINTHROP LLP

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Date: February 9, 2004 Must Be Sent By: ASAP  
To: Whom It May Concern Fax No: 703-872-9306  
Company: U.S. Patent and Trademark Office Phone No: 703-872-9325  
From: Stephen D. Byers Phone No: (213) 488-7532  
User No: 14870 C/M No: 12623-250506

## Comments:

To whom it may concern at the Patent Office:  
I just received a phone call from Examiner Jeffery Carlson informing me that he was set to review my amendment and noticed that, although the Patent Office received my money, there was no amendment in the file. He requested that I send a copy of the amendment to this number so that you could scan it.  
Please notice that attached to this amendment is the originally filed transmittals and a copy of the check and return postcard. The return postcard, you will notice, has the PTO's stamp, dated November 12, 2003.

Thanks you for your assistance in this matter,  
Steve Byers  
213-488-7532

## Confidentiality Note:

The documents accompanying this facsimile transmission may contain confidential information which is legally privileged. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, or the person responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of any of the information contained in this transmission is strictly PROHIBITED. If you have received this transmission in error, please immediately notify us by telephone and mail the original transmission to us.  
Thank you.

If you have not properly received this fax, please call (213) 488-7577. Thank you.

Operator: \_\_\_\_\_ Time Sent: \_\_\_\_\_ Batch ID: \_\_\_\_\_

**PILLSBURY WINTHROP**  
725 S. Flower Street, Suite 2800  
Los Angeles, CA 90017

**807210**

DATE: 11/05/2003 CHECK NO: 807210 AMOUNT: \$493.00

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INVOICE NO.	INVOICE DATE	COMMENTS		INVOICE AMOUNT	DISCOUNT	NET
110503-012623-1	11/05/2003	3 Month extension of time plus two add'l claims - 012623-0250508				493.00
		Totals:		\$493.00		\$493.00

S.N. 09/634219 File No. 250506 Date Mailed 11-05-03 By: RRW/SBK

Title: SYSTEM + METHOD FOR ELECTRONIC ADVERTISING...

(Client Name) ADICUS MEDIA, INC.

The Following, due 11-09-03 in the U.S. Patent & Trademark Office was received in the Patent & Trademark Office on the date stamped hereon:

☒ Amendment

☐ Preliminary Amendment

☐ PCT Application Including

☐ Pages Spec. ☐ Page Abstract. ☐ Claims

☐ Application for Patent Including

☐ Pages Spec. ☐ Page Abstract. ☐ Claims

☐ Declaration, Affidavit of Oath ☐ Page(s)

☐ Assign: Ck. No. ☐ for \$

☒ Verified Statement

☐ Letter of Transmittal

☐ Maintenance Fee Transmittal

☒ Check No. 807210 For \$ 493.00

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Drawings: # of Sheets ☐ Formal ☐ Informal

☐ Issue Fee Transmittal

☐ Letter Re

☐ Notice of Appeal

☒ Petition for 3-MO. EXT. OF TIME

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☐ IDS: ☐ References

NOV 12 2003

Inventor(s): **Thomas PERLMUTTER**  
 Appln. No.: **09** | **634,219**  
 Series Code ↑ | Serial No. ↑

Filed: August 9, 2000  
 Mail Stop Amendment  
 Hon. Commissioner for Patents  
 PO Box 1450  
 Alexandria, VA 22313-1450

Group Art U: **3622**  
 Examiner: **J. Carlson**  
 Atty. Dkt. **250506** | **Perlmutter**  
 C-M | Client Ref

Appln. Title: **SYSTEM AND METHOD FOR  
 ELECTRONIC ADVERTISING,  
 ADVERTISEMENT TRACKING AND  
 METHOD OF PAYMENT**

Sir:

**REPLY/AMENDMENT/LETTER**

Date: November 6 2003

This is a reply/amendment/letter in the above-identified application and includes the herewith attachment of same date and subject which is incorporated hereinto by reference and the signature below is treated as the signature to the attachment in absence of a signature thereto.

**FEE REQUIREMENTS FOR CLAIMS AS AMENDED**

1. Small Entity claim  
 A. ☐ NOT made  
 B. ☐ Withdrawn  
 C. ☐ made herewith  
 D. ☒ made previously

For B & C  
 See Required  
 Separate Paper  
 (Pat-256)

Claims remaining after amendment	Highest number previously paid for	Present Extra	Large/Small Entity	Additional Fee	Fee Code Lg/Sm
2. Total Effective Claims	42	**minus 40 2	x \$18/\$9 =	+ \$18	1202/2202
3. Independent Claims	4	***minus 8 0	x \$86/\$43 =	+ \$0	1201/2201
4. If amendment enters proper multiple dependent claim(s) into this application for first time (leave blank if this is a reissue application)..... add			+ \$290/\$145 =	+ \$0	1203/2203
5. Original due Date: August 9, 2003	<input type="checkbox"/> NONE				
6. Petition is hereby made to extend the original due date to cover the date this response is filed for which the requisite fee is attached	(1 mo) \$110/\$55 = (2 mos) \$420/\$210 = (3 mos) \$950/\$475 = (4 mos) \$1,480/\$740 = (5 mos) \$2,010/\$1,005 =	+ \$475			1251/2251 1252/2252 1253/2253 1254/2254 1255/2255
7. Enter any previous extension fee paid since above original due date and subtract		- \$0			
8.		Extension Fee	+ \$475		
9. If Terminal Disclaimer attached, add Rule 20(d) official fee .....		+ \$110/\$55	+ \$0		1814/2814
10. If IDS attached requires Official Fee under Rule 97 (c), ..... add		+ \$180	+ \$0		1806
or if Rule 97(d) Request ..... add		+ \$180			1806
11. After-Final Request Fee per rules 129(a) and 17(r) .....		+ \$770/385	+ \$0		1809/2809
12. No. of additional inventions for examination per Rule 129(b) .....		x \$770/385 ea	+ \$0		1810/2810
13. Request for Continued Examination (RCE) .....		+ \$770/385	+ \$0		1801/2801
14. Petition fee for .....			+ \$0		

TOTAL FEE = **\$493**

15.

16. \*If the entry in this space is less than entry in next space, the "Present Extra" result is "0".

17. \*\*If the "Highest number previously paid for" in this space is less than 20, write "20" in this space.

18. \*\*\*If the "Highest number previously paid for" in this space is less than 3, write "3" in this space.

Our Deposit Account No. 16-1805)

(Our Order No. 012623 | 250506  
C# M#

CHARGE STATEMENT: The Commissioner is hereby authorized to charge any fee specifically authorized hereafter, or any missing or insufficient fee(s) filed, or asserted to be filed, or which should have been filed herewith or concerning any paper filed herewith, and which may be required under Rules 16-18 (missing or insufficiencies only) now or hereafter relative to this application and the resulting Official Document under Rule 20, or credit any overpayment, to our Accounting/Order Nos. shown above, for which purpose a duplicate copy of this sheet is attached.

This CHARGE STATEMENT does not authorize charge of the issue fee until/unless an issue fee transmittal sheet is filed.

Query: Is appeal deadline now? If so, file Notice of Appeals separately.

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Pillsbury Winthrop LLP  
 Intellectual Property Group

By Atty: **Roger R. Wise**Sig: 

Reg. No. 31204

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Atty/Sec: RRW/SBK

NOTE: File this cover sheet in duplicate with PTO receipt (PAT-103A) and attachments